#### Garcia, Kristine A

From:

Stephens, Andrew P

Sent:

Wednesday, October 17, 2018 12:32

To:

Prarequests

Subject:

FW: CellHawk (For CPRA Request) CellHawk info and pricing Tim.pdf

Attachments:

From: Voght, Donald D

Sent: Tuesday, October 16, 2018 1:20 PM

To: Stephens, Andrew P <apstephens@ocsd.org>
Subject: FW: CellHawk (For CPRA Request)

From: Pelayo, Jose L

Sent: Tuesday, October 16, 2018 12:27 PM
To: Voght, Donald D < <u>DVoght@ocsd.org</u>>
Subject: FW: CellHawk (For CPRA Request)

From: Pelayo, Jose L

Sent: Friday, March 9, 2018 10:06 AM

To: Cappel, David J (<u>DCappel@ocsd.org</u>) <<u>DCappel@ocsd.org</u>>; Baker, Chad M <cbaker@ocsd.org>

Subject: FW: CellHawk

#### Dave and Chad,

I went to CHIA (Calif. Homicide Inv. Assoc.) conference last week and this guy was one of the vendors there for Cellhawk. I told him I would forward the brochure to you guys to see what you think. Take Care.

Jose

From: Tim Smith [mailto:tim@hawkanalytics.com]

Sent: Friday, March 9, 2018 9:50 AM
To: Pelayo, Jose L < jpelayo@ocsd.org>

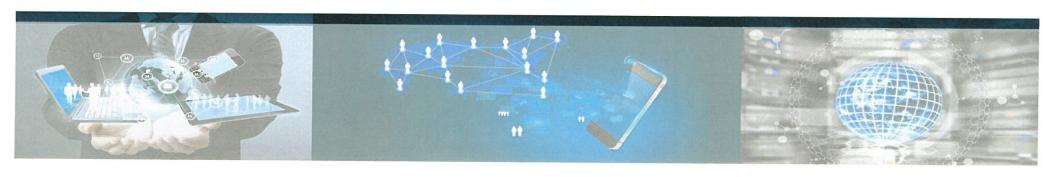
Subject: CellHawk

Thanks for taking my call Jose. I have attached our brochure. If you would like more information or you are interested in a free trial just let me know.

Best Regards,

Tim Smith, DEA (ret)
Hawk Analytics, Inc. | CellHawk
Customer Success Team
(469) 373-HAWK (4295) ext 704 (PST)
hawkanalytics.com

**REGISTER NOW** to receive access to Support@Hawk – a <u>FREE</u> resource for anyone in law enforcement who works with cell phone Call Detail Records (CDRs). Get access to a Free Phone Look-up Tool, Legal Process Templates, Reference Library, Carrier Information, News & Events, Investigations Resources, CellHawk Support, *and much more...* 





Get Answers Quickly from Call Detail Records

## When Dealing With Cell Phones...

### Investigators want answers fast...



- Was someone at the scene during the crime?
- If not, where were they?
- Were they EVER at the crime scene?
- Have they been anyplace "unusual"?
- Were they with another person?
- Where do they spend the most time?
- Where do they sleep?
- Who do they talk to?
- Does their phone match other locationbased data they have?



### CellHawk Provides Answers Within Seconds - Not Hours

### Phone companies provide endless pages of raw data

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#### CellHawk brings them to life!

- Web-based Mapping & Analysis Software
- Built specifically for Cell Phone Call Detail Records
- Supports other forms of Location-Based data, too
- Uses Drag & Drop to Load the Data
- Allows "Point & Click" to quickly find Answer



## **Key Features in CellHawk**

Animation	<ul> <li>Watch a "track" of phone(s) as they move around town</li> <li>Add/animate additional location information</li> <li>(e.g. License Plate Reader, credit card transactions, etc.</li> </ul>
Multi-Phone Support	<ul> <li>Animate 20+ phones at once and see how they move relative to each other</li> </ul>
Phone Behavior Profiling	<ul> <li>See prioritized list of locations of where a phone:</li> <li>Spends the majority of its time</li> <li>Is at the first &amp; last of each day (where do they sleep?)</li> <li>Understand a phone's daily "routine" &amp; identify if that routine changes</li> </ul>
Link Analysis	<ul> <li>Quickly understand who your phone(s) are communicating with.</li> <li>Top-ten numbers called/text, Numbers in common between multiple phones, etc</li> </ul>



# **Key Features in CellHawk**

Drag & Drop Data Upload	<ul> <li>Supports files from all major cellular carriers         (AT&amp;T, Verizon, Sprint, Metro PCS, T-Mobile, Cricket, U.S. Cellular)</li> <li>Drag and drop carrier's files directly onto your web browser to load</li> </ul>
Cell Site Mapping	• See locations of ALL a carrier's cell sites not just the ones used (Knowing sites NOT used more accurately determines a phone's location)
Call Mapping	<ul> <li>Customizable, visual display of where each call occurred</li> <li>Pop-ups show all call details (Date/Time, Duration, Called #, Calling #)</li> <li>Ability to display carrier's distance &amp; latitude/longitude estimates</li> <li>(Verizon RTT, AT&amp;T NELOS, Sprint PCMD)</li> </ul>
Geocoding & Custom Markers	<ul> <li>Place markers, graphics &amp; labels on the map to indicate points of interest</li> <li>Optionally, enter times for the markers and have them animate as well</li> </ul>
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# **Benefits of Using CellHawk**

Saves Time	Map one call by hand: ~10 seconds  During that time, CellHawk will have mapped ~4000 calls
Answers Questions	<ul><li>Map a few calls to answer questions such as:</li><li>Was this phone in the area at the time of the crime?</li></ul>
Uncovers Additional Information	<ul> <li>Map AND analyze 1000's of calls to gain <u>significant additional insight</u>:</li> <li>Where do they spend their time (e.g. home, work, stash house)?</li> <li>Where do they sleep?</li> <li>Where do they travel?</li> <li>With whom do they meet?</li> <li>Did they go any place "unusual"?</li> </ul>
Guides Investigations	Quickly determine which phones may be relevant AND which phones are not Quickly determine locations of interest
Provides Powerful Visual Presentations	Graphics & animations are easy for District Attorneys to present and jurors to understand



## What Our Customers Are Saying...

#### They are saving time:

- "I was amazed at the simple use and speed."
- "We just did in 30 minutes what it took 8 hours to do the old way"
- "CellHawk reduced our court preparation time to 1/3 of what it used to take us"

#### They are solving more cases:

- "I was able to immediately confirm the suspect's phone was at the scene of our robbery ... as well as another robbery"
- "Once the bad guys saw the mapping ... they plead guilty"
- "We had a big human trafficking case that I used CellHawk on. One pimp plead due to the maps."
- "We <u>closed out another homicide</u> by "Offender death" after entering the phone records [into CellHawk]"



## CellHawk Pricing – What is your time worth?

- CellHawk is purchased as an annual subscription to a secure, web-based service
- Pricing is based on the # of calls that are stored

Tier	Store, Map & Analyze:	Time To Map By Hand	Time To Map Using CellHawk	CellHawk Subscription
1	Up to 100,000 Call Detail Records	~280 hours	~4 minutes	\$2,495 / year
2	Up to 250,000 Call Detail Records	~700 hours	~10 minutes	\$3,995 / year
3	UNLIMITED	Unlimited pricing is for agencies sworn. Larger agencies will need division/unit/etc.		\$4,995 / year

- · Subscription includes access for 3 separate users
  - Tier 1or 2 additional users: \$250/user
  - Tier 3 additional users: \$500/user
- · Space freed up by deleting old calls can be reused for new calls
- · Tower location records do not count against call detail record usage



# **Training Course Pricing**

		Scheduled			
Class	Length	Class*	<b>Training Sites</b>		
<ul> <li>Cellular Technology Training</li> <li>Learn how to use cellular records during investigations</li> <li>Understanding how cell phone technology really works</li> </ul>	2 days	\$395 / person	Visit Web-Site for Latest Listings		
<ul> <li>CellHawk Product Training</li> <li>Develop expertise in using CellHawk to analyze cellular records</li> </ul>	1 day	\$195 / person	Visit Web-Site for Latest Listings		

- · You can also get free seats if your agency hosts a class.
- For more information about hosting a class, email us at training@hawkanalytics.com



#### For More Information, please contact:

Tim Smith Hawk Analytics, Inc. tim@hawkanalytics.com

Office: 469.373.4295 x 704